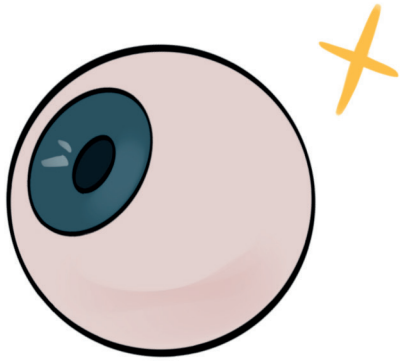
# THE ART OF JINX!

By Nannapas Naraballobh



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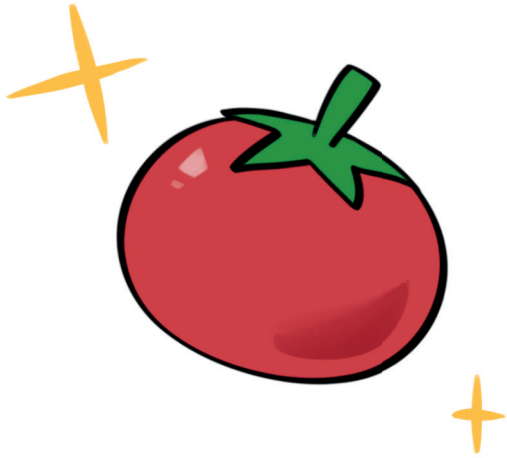


# PREFACE

First off, welcome everyone to the place where the differrent points of view collide. This project started with a rather simple question in my mind—how can one same thing be percieved so differently by different people?

This book is as if the record of my year-long journey. Looking back, I am so thankful to everyone who helped me along the path, including my cat, Tora, for the emotional support.

I hope you enjoy exploring this visual record of my year!

# INTRODUCTION

Jinx! is a short animation that delves into how diverse perspectives create a vibrant world. The narrative begins in a cozy kitchen that quickly descends into chaos when a cat misinterprets its owner's cooking as a dark ritual. In a desperate mission to escape the cauldron, a domestic chaos unfolds—highlighting the profound gap between two lives sharing the same space.

This project visually explores cognitive frameworks, specifically confirmation bias and the false consensus effect. We often navigate life assuming our reality is the universal one. However, as Anaïs Nin put it: "We do not see things as they are, we see them as we are." Our backgrounds and the information we consume act as a lens that shapes our reality, often creating a "jinx" in our communications—as some or even most conflicts originate from such misinterpretations.

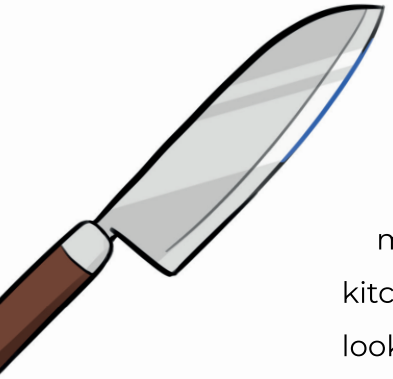
To represent these contrasting views, the visual style utilizes bold, and contrasting colors. The goal is to immerse the audience in a world that is both playful and tense, where a simple kitchen routine can be percieved as a "ticking time bomb" depending on observer's lens.

By witnessing the cat's misunderstanding, the audience is invited to feel the tension of these two worlds, and ultimately, recognize that coexistence among various points of view adds a unique depth and charm to our lives.

# PREPARATION

Where it all began! This is the stage where the characters and their world first came to life through a lot of trial and error. Just like making a good meal, it all starts with preparing the right ingredients—revising the story and tweaking the visuals until everything finally clicked.

# THE NARRATIVE

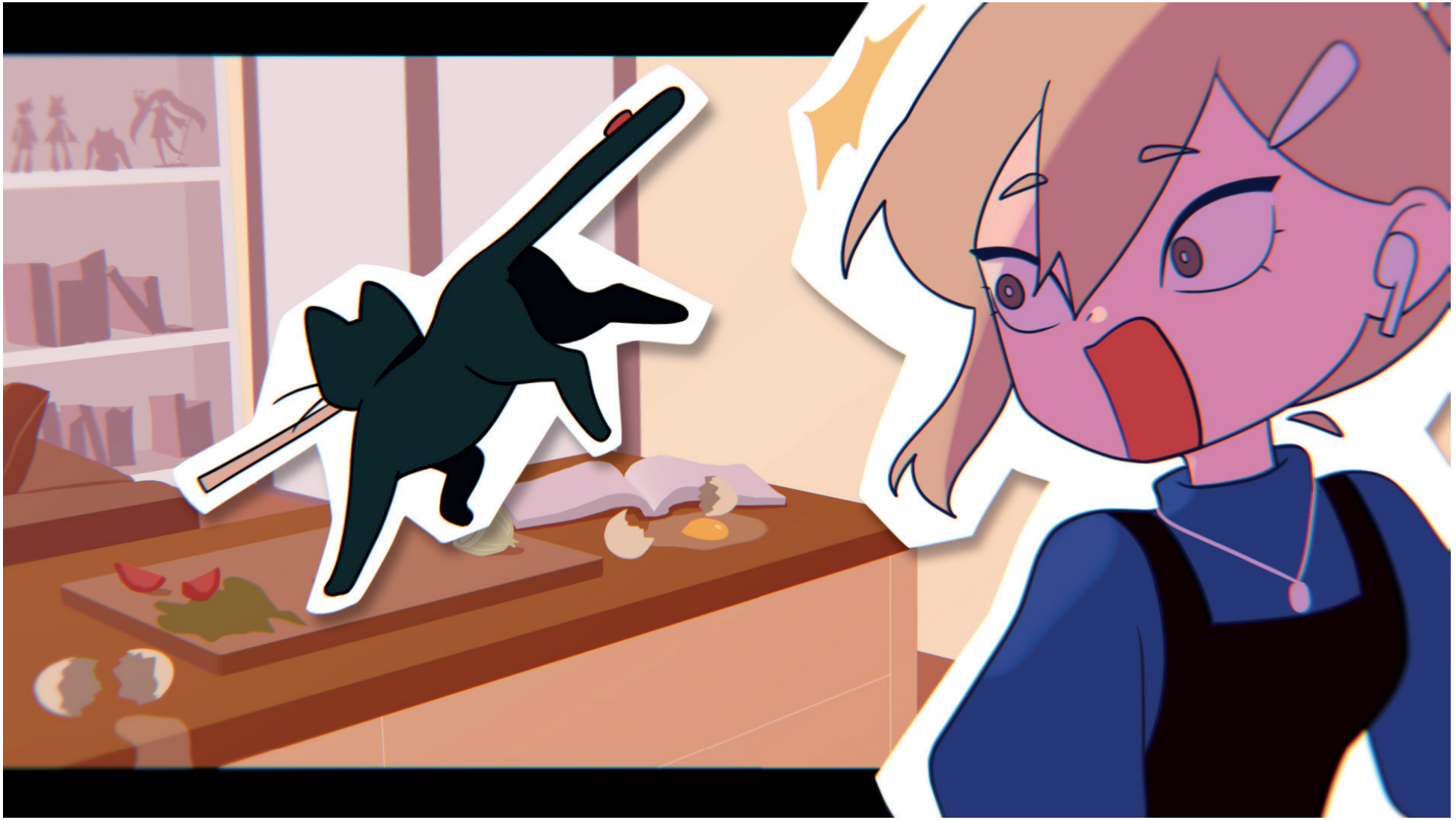


It all begins with a witch cartoon. The cat sits startled by the screen, absorbing a scary “truth”: witches are frightening, and they are out to get cats.

Soon after, the owner returns home excited to try a new recipe from a cookbook. As the owner begins to cook, their movements unintentionally mirror the eerie gestures of the witch from the cartoon. Through the cat’s eyes, the cozy kitchen is no longer safe for it. The owner isn’t just cooking; they are performing a dark ritual. Every chopped vegetable looks like a sacrifice, and the pot on the stove becomes a bubbling cauldron. Driven by the information it just received from the TV, the cat interprets everything through a lens of fear and is convinced it will soon be the next victim.

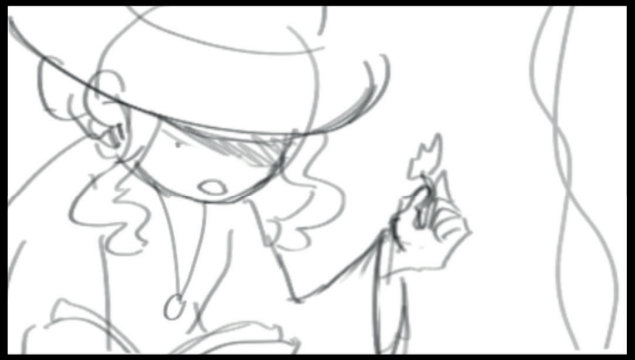
Determined to survive, the cat leaps into action to stop the ritual, causing a disaster in the kitchen. To the owner, this isn’t an escape mission but an unprovoked mess. Frustrated that the meal is ruined, the owner loses her temper and tries to catch the cat, which only makes things worse. Finally, the owner notices the cat’s terror and stops to see the situation from the cat’s perspective. Therefore, she lays down the knife showing she mean no harm.

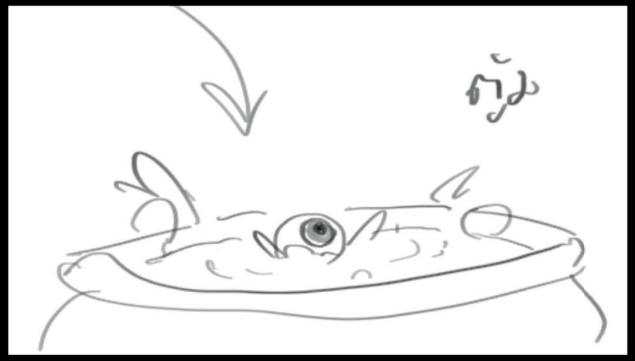
The tension finally breaks as both sides begin to understand one another, and the two find a way to coexist in a shared, peaceful reality once again.



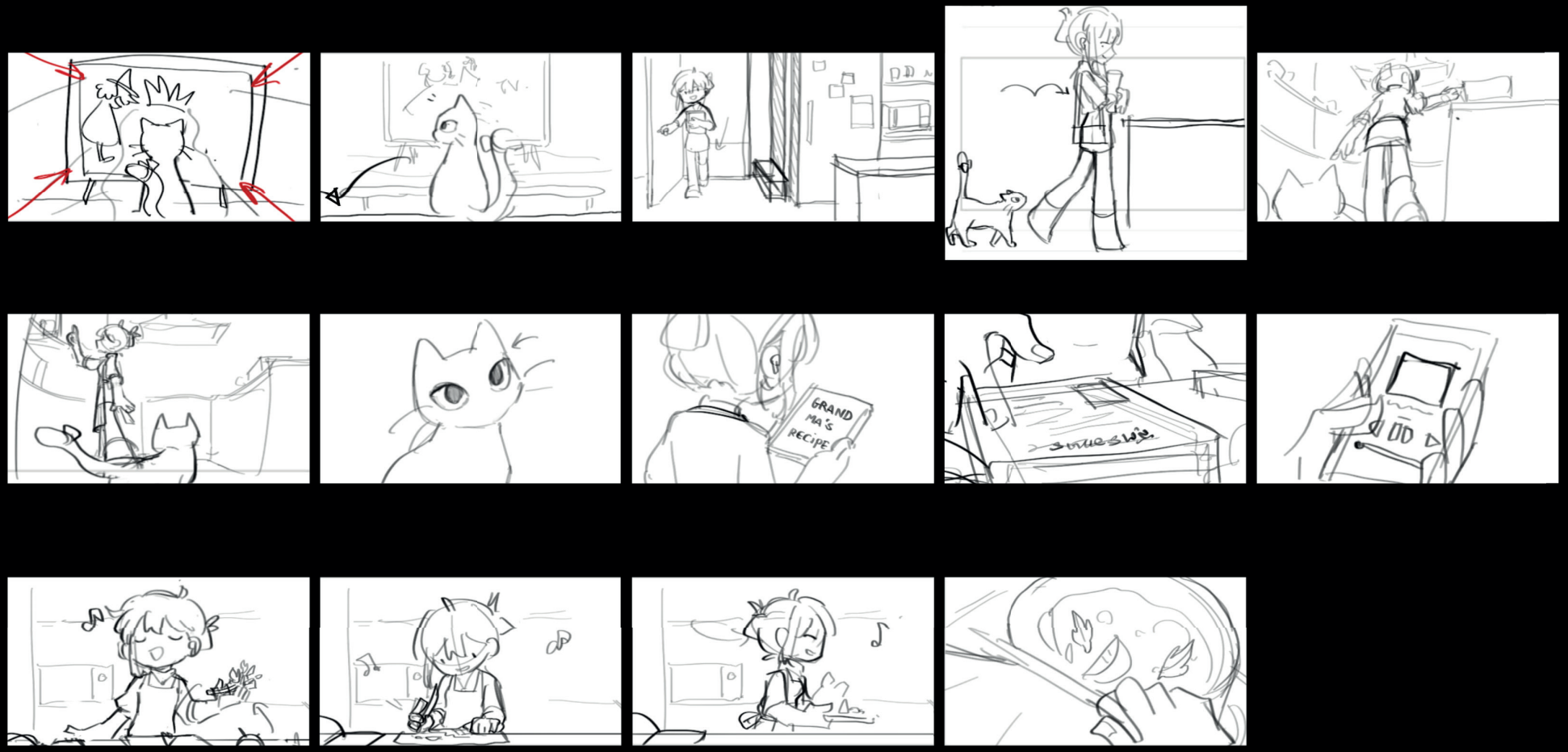
# STORYBOARD

## Sequence 1 - Witch Cartoon

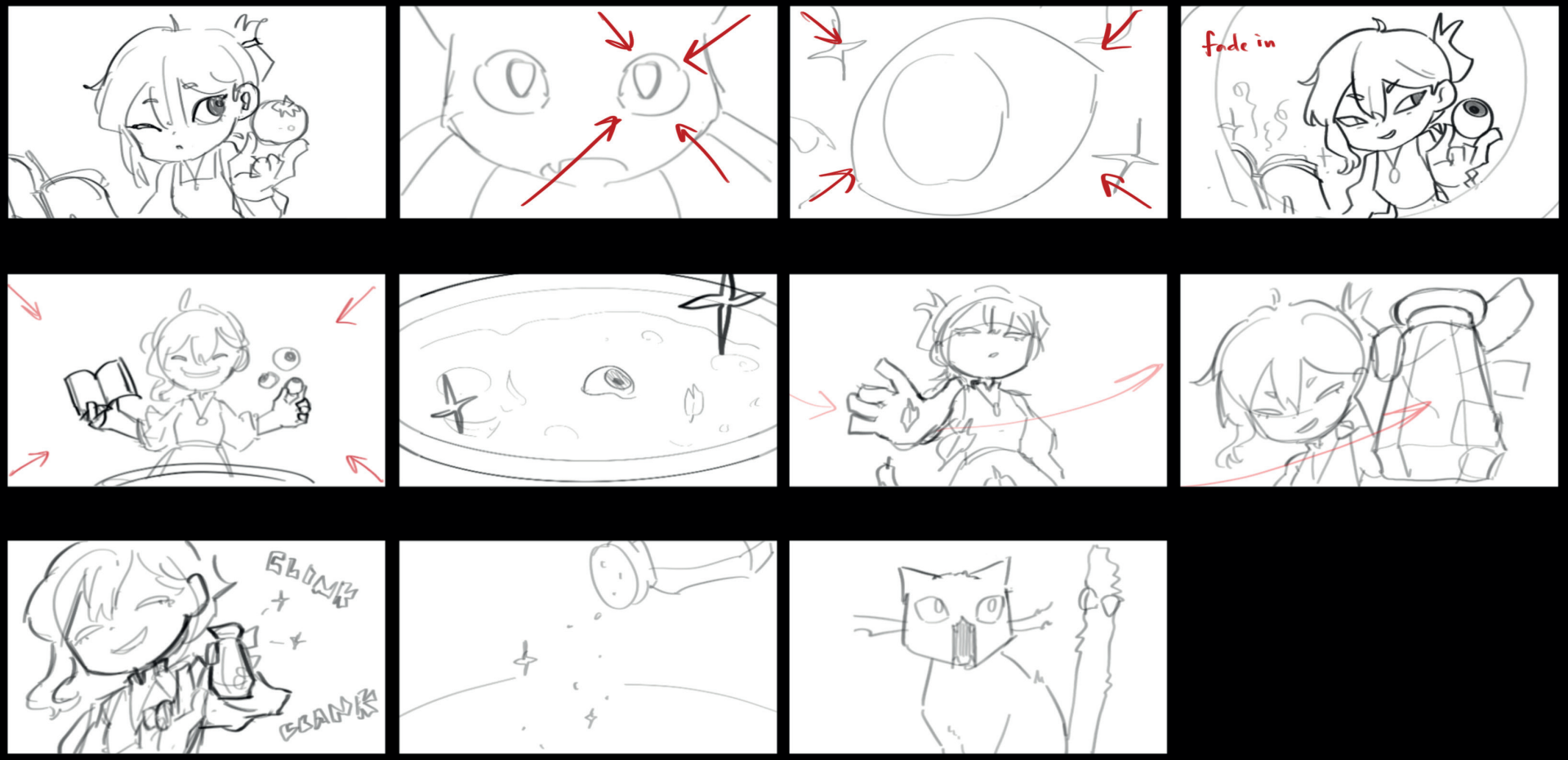




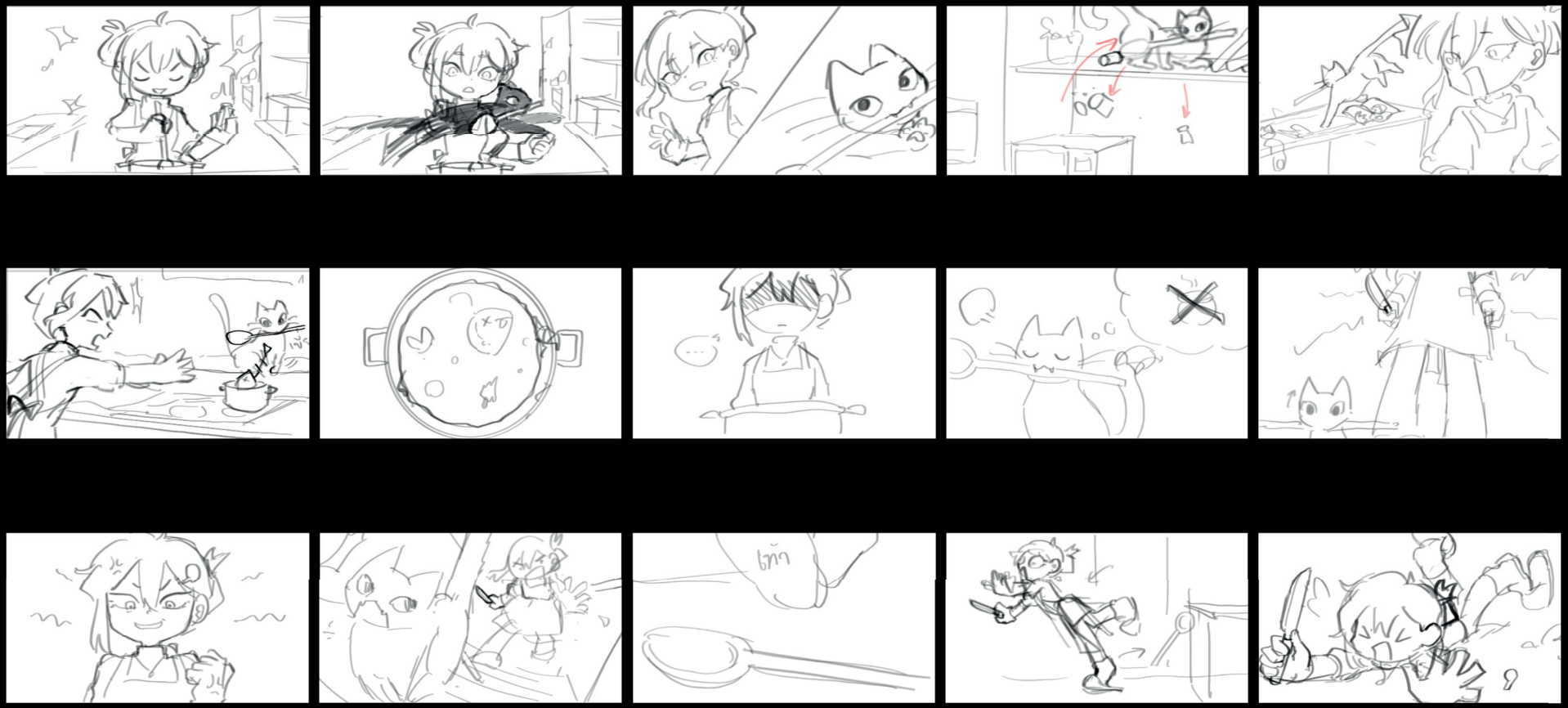
## Sequence 2 - Human’s Home

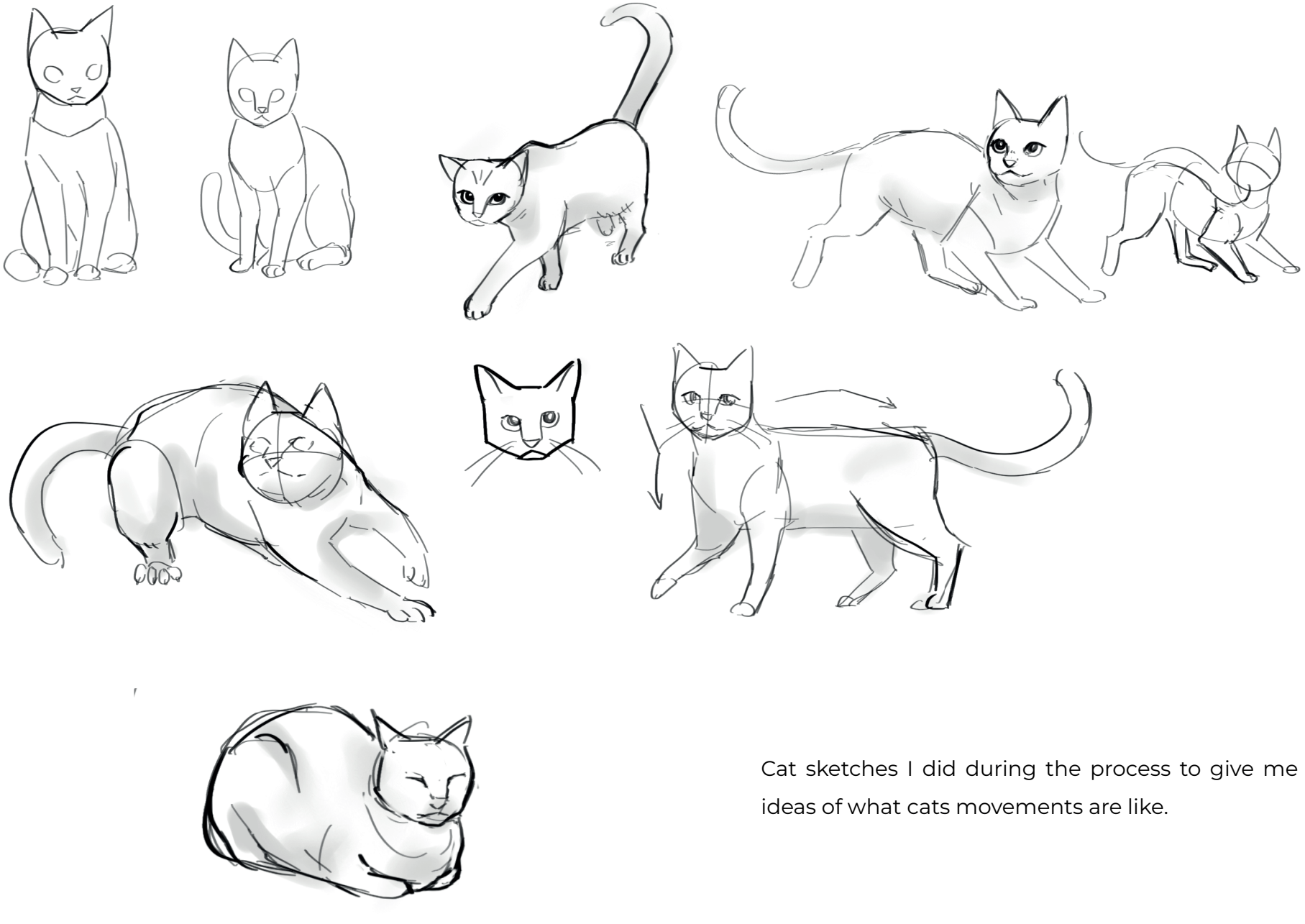


## Sequence 3 - The Cat's POV



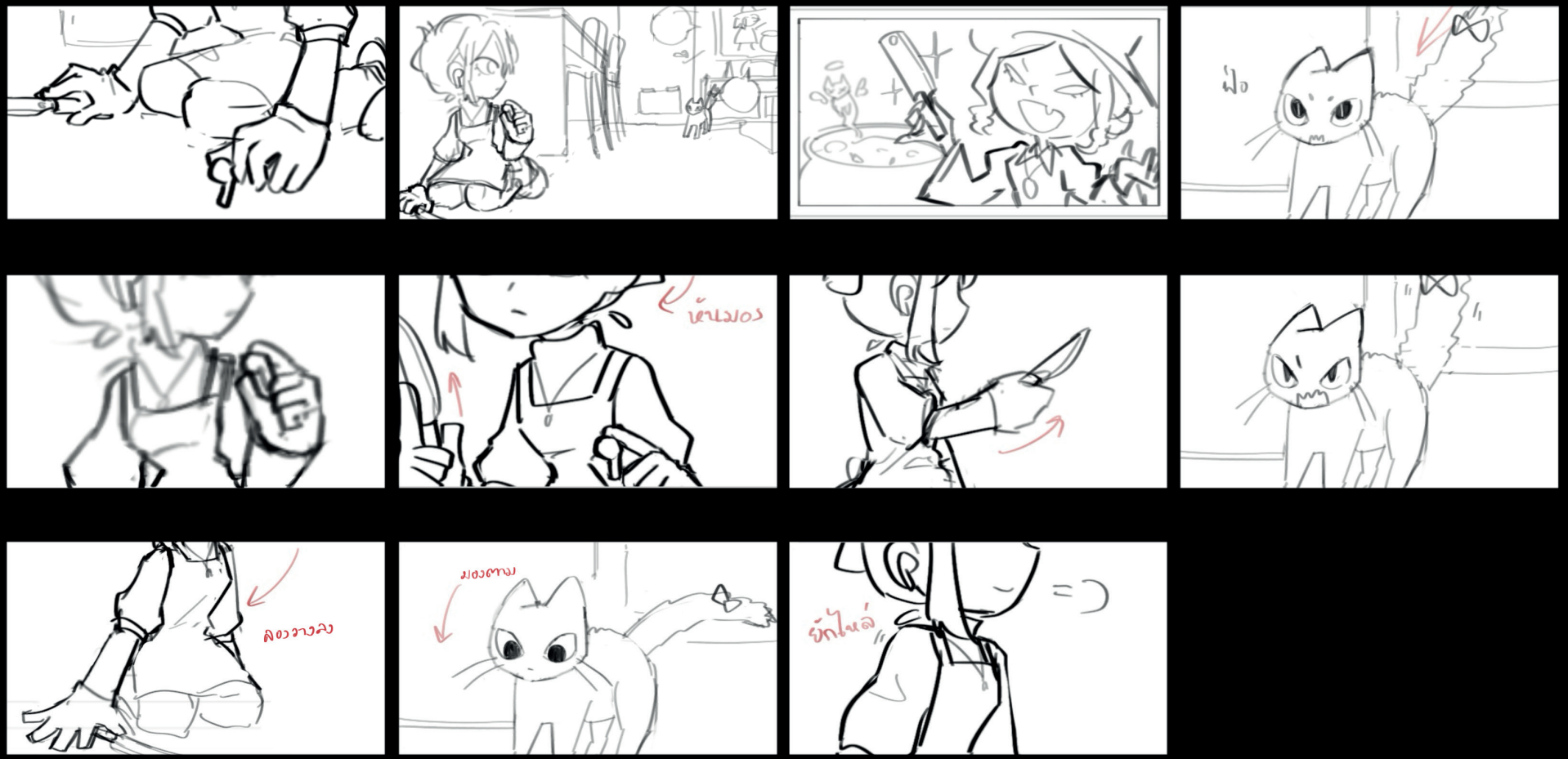
## Sequence 4 - The Chaos





Cat sketches I did during the process to give me ideas of what cats movements are like.

## Sequence 5 - Understanding



## Sequence 6 - Ending

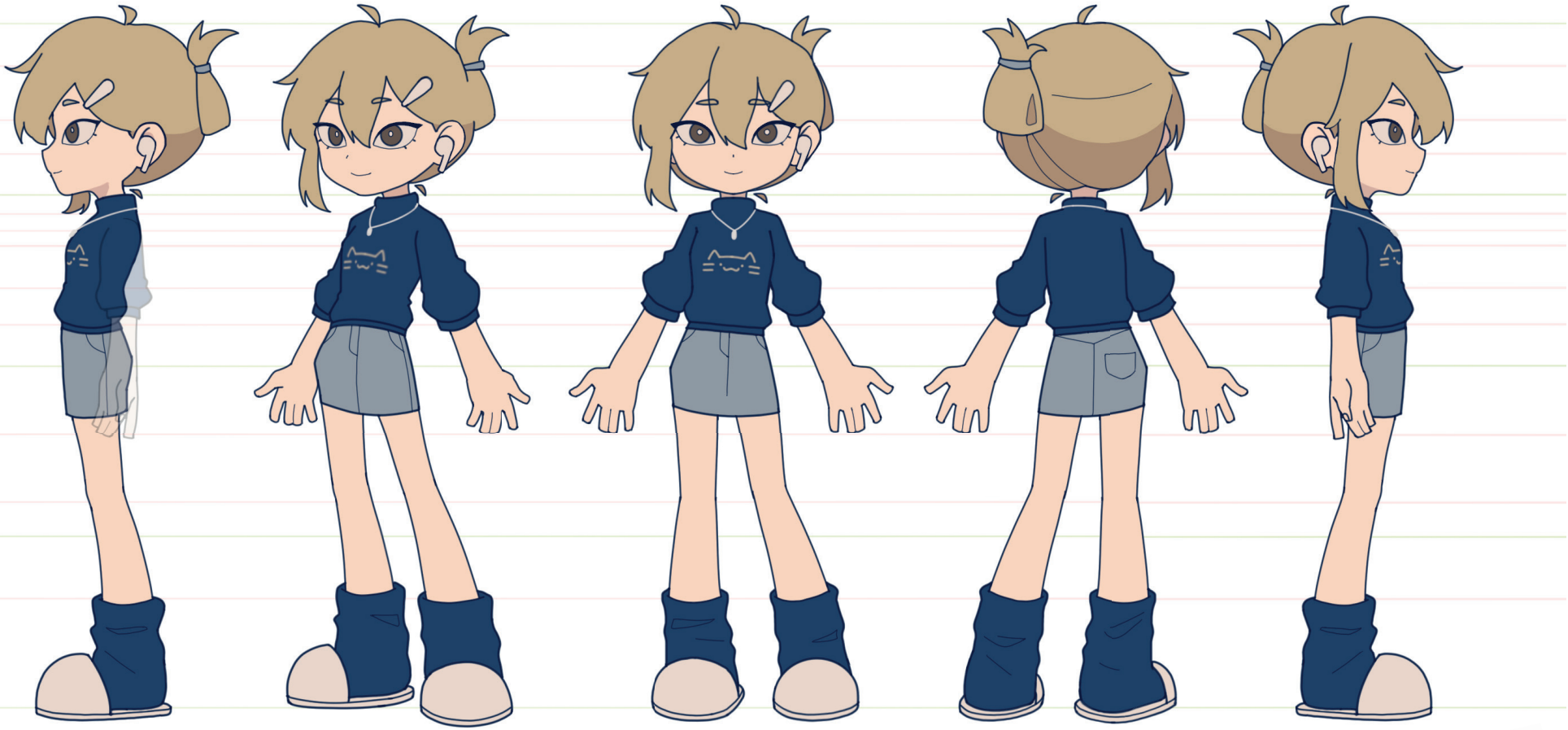
# THE OWNER

A cheerful, easy-going soul who loves music as much as life itself.

Currently on a mission to master her new recipes.

She often gets so lost in her own world, humming along to her favorite tunes, that she completely misses what is happening right under her nose.

The owner’s color palette is strictly chosen from the spectrum that cats can naturally perceive (blues, yellows, and grays). This represents the projection of the cat’s own perspective onto others—showing the owner only as the cat sees her.



The witch design remains similar to the original, representing a twisted version created by the cat's imagination.

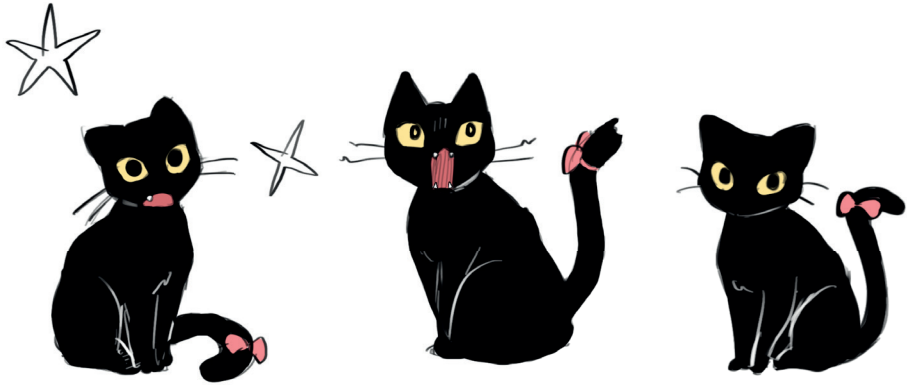
art style test

first design

There was a time when I gave her a party hat to resemble a witch hat, but it just looked a bit too stupid...

# THE CAT

Cats are pets whose strange behaviors are often misunderstood by humans, yet they are deeply loved nonetheless. They are also often associated with luck and superstition—especially black cats, which carry the strong image of being a witch's companion.

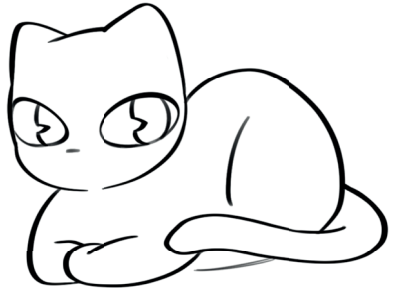


first design

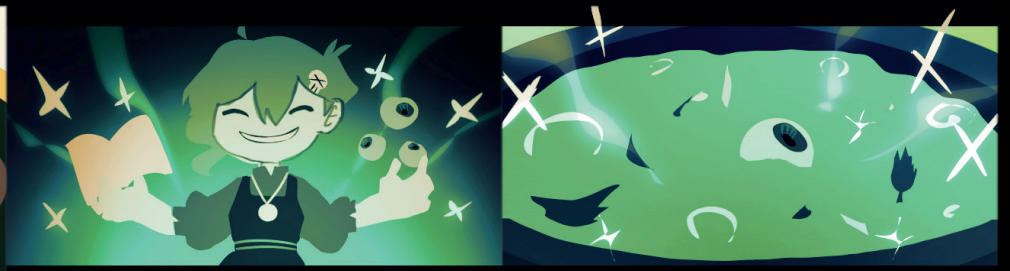
In contrast to the owner’s palette, the cat wears a reddish bow—a color it cannot naturally perceive.

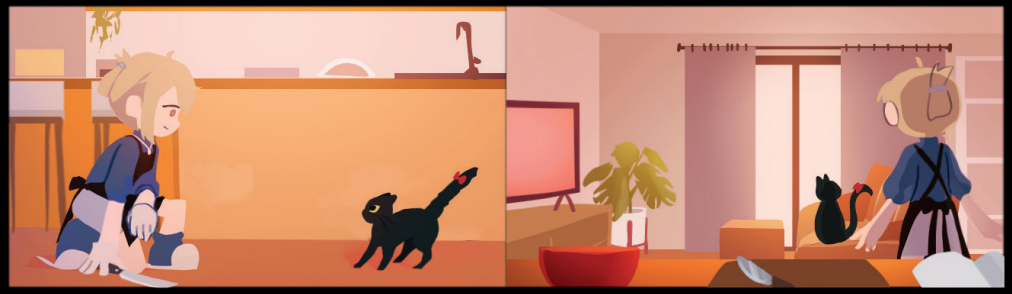
# THE CARTOON WITCH

first designs



# COLOR SCRIPT



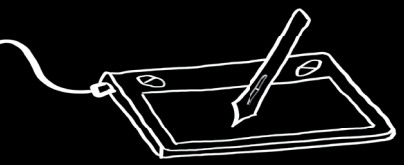


The color script visualize the shift from cozy and warm reality to the vibrant twisted exaggerated view. The color transition follows the emotional arc from fantasy to chaos, and finally to peaceful resolution of both.

# COOKING PROCESS

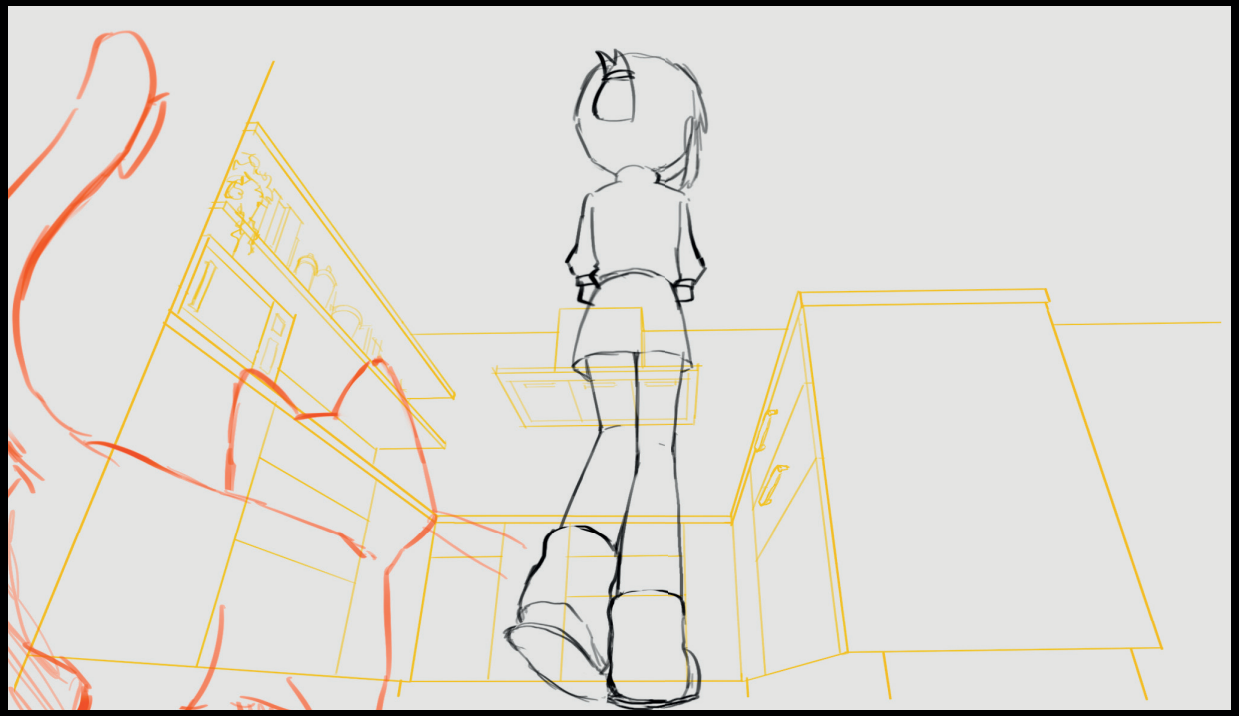
After everything is set, it’s time to take our ingredients to the max.

# THE ANIMATION PROCESS



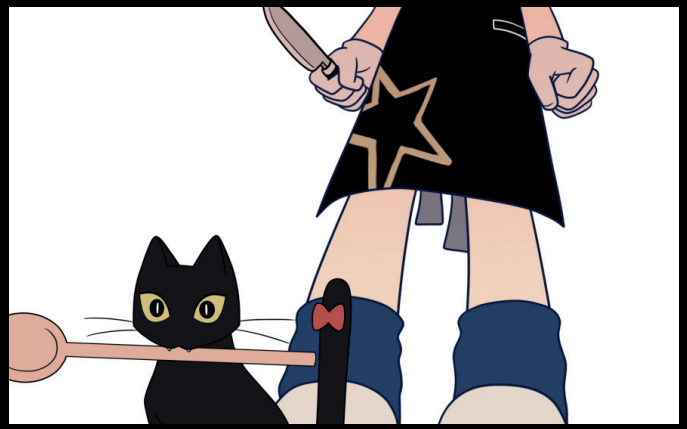
While I have animated on Procreate before, this was my first time using Clip Studio Paint, or animating on any computer programs. I had to adapt my work routine and environment quite drastically to handle the new software. Thanks to my friend Gaan, it all went very smoothly! I have learned a bunch from this project.

scene 3 cut 5



scene 8 cut 3

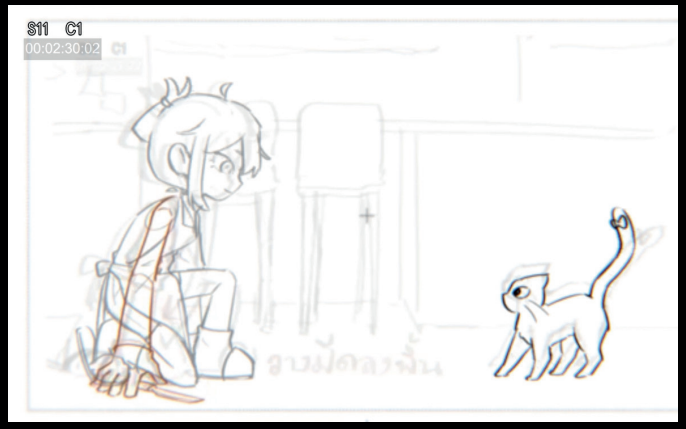
Sketch in Procreate



Clean up and color Clip Studio Paint

Composition in After Effects

scene 11 cut 1



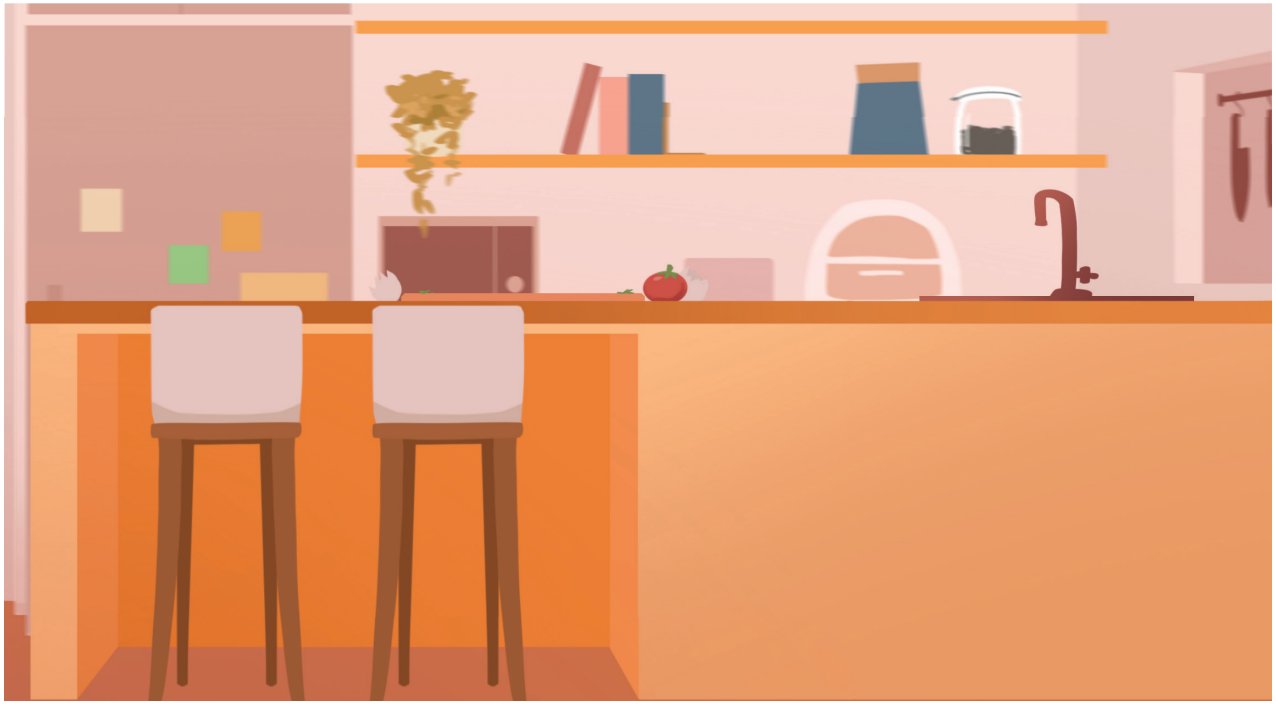

Sketch in Procreate

Clean up and color Clip Studio Paint

Composition in After Effects

# TWO MINDS, ONE SHARED HOME

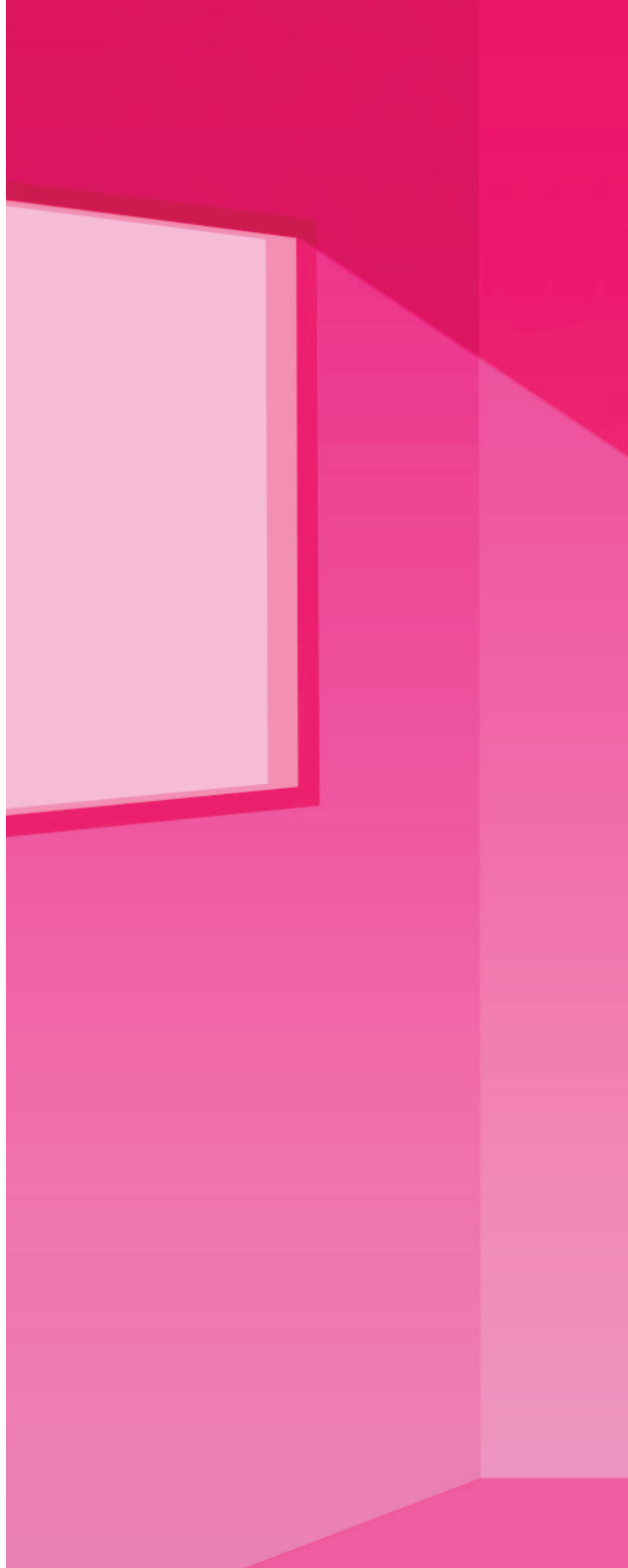
The owner's apartment



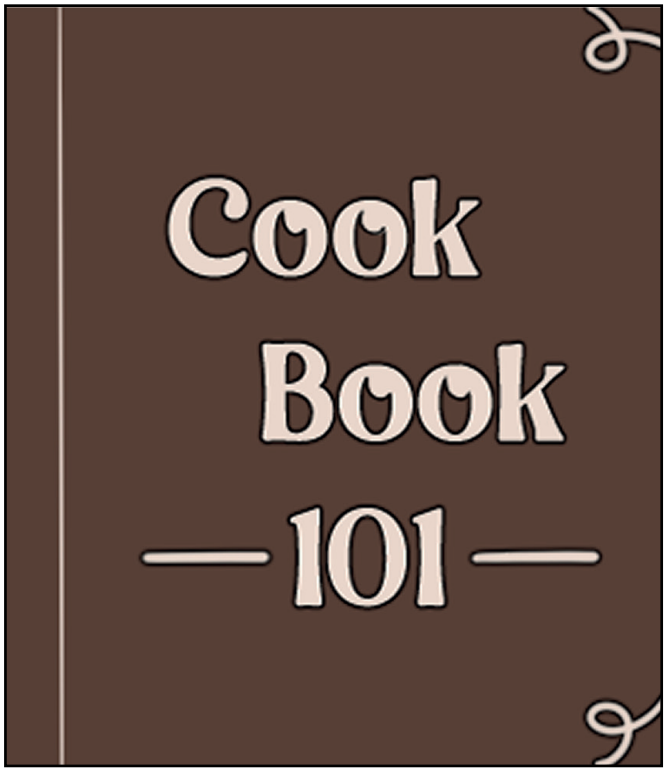
The living room is pretty minimalisitic but has that warm atmosphere to it. To make it looks all cozy as it is where they live together, the main palette here is orange.

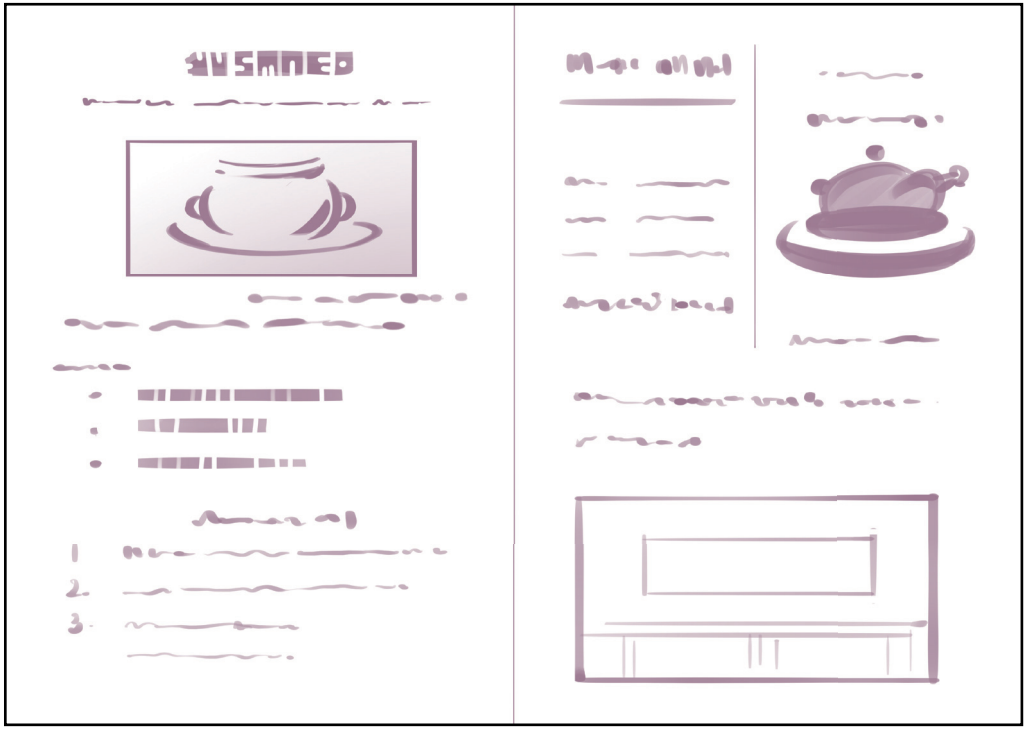
# WITCH'S COTTAGE

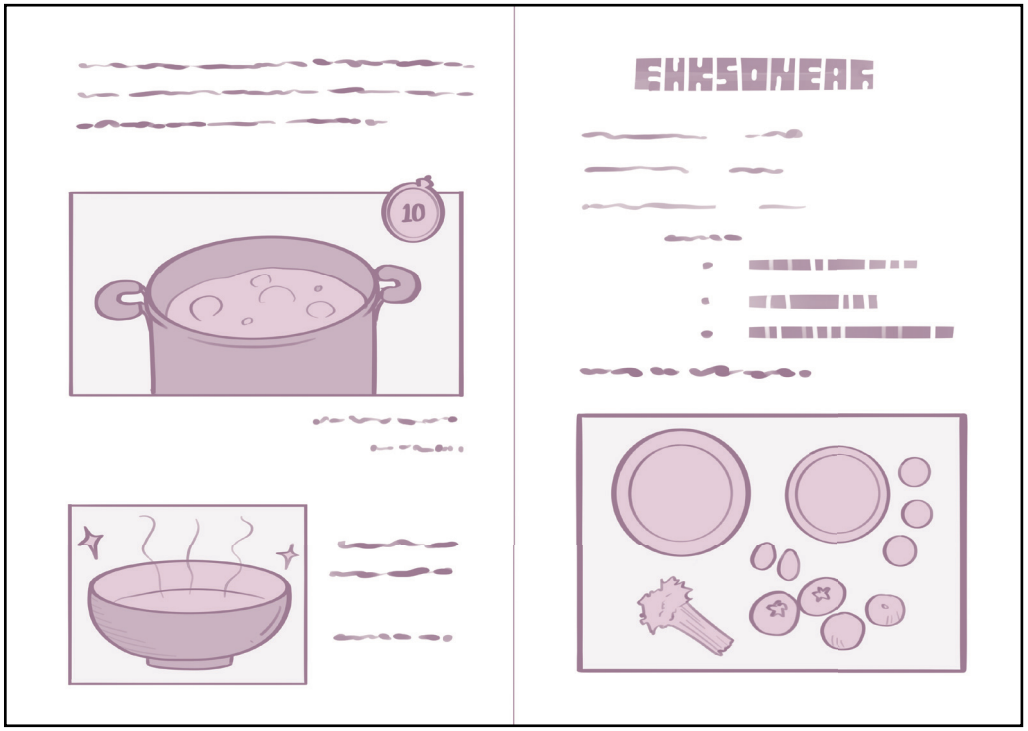
As a cartoon show on TV that the cat watched, I wanted to use pink as the main palette—the color cats cannot naturally percieves. This is to reflects that not everything we see and understand is everything of the subject.



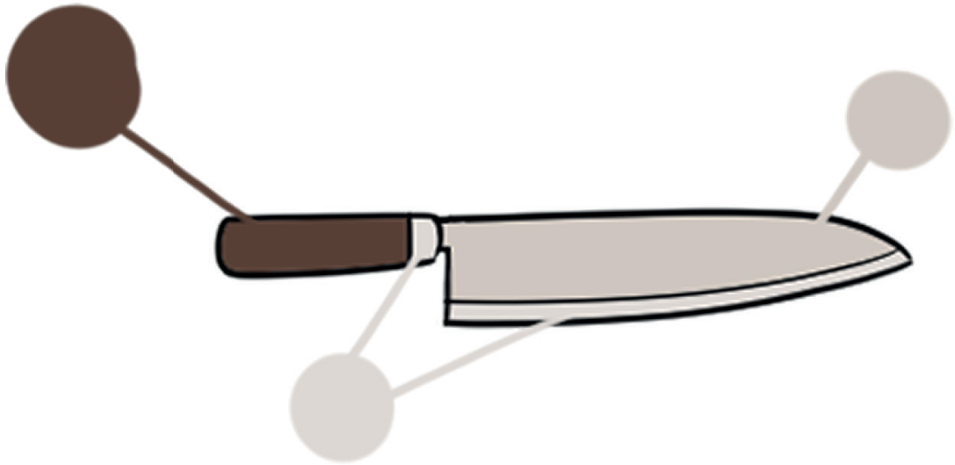
# PROPS

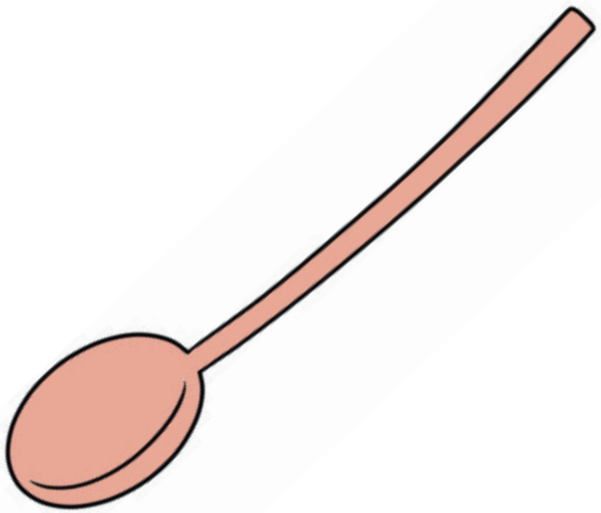




Spell





# THE ART OF JINX!

- by Nannapas Naraballobh -

A cozy kitchen turns chaotic when a cat mistakes its owner's cooking for a dark ritual. Its mission to escape the 'cauldron' leads to a disaster. Two lives, two worlds—how can they find a common ground to live together?